IOWA Community Transformation Grant Briefing

Happy New Year everyone! With the end of the 2012 calendar year, the CTG team has been busy wrapping up projects.

One project – the Health Care Provider Toolkit - was officially launched in November 2012 and is currently being distributed to health care provider practices throughout the state. The toolkits promote blood pressure screenings and target consumers over 50 years old, specifically men within rural communities.

The toolkits were developed using the "Let's Get Healthy" theme that has been used within our current media advertising, and thus, tie in nicely with previous local promotions, such as billboards, radio, and print advertisements.

These kits will be distributed through February to coincide with Heart Health Month. The 26 CTG grantee counties are providing the toolkits directly to provider offices and are including lowa Medicaid Health Homes. The Iowa CTG team has worked with the Iowa Primary Care Association to deliver kits to community health centers and to hand out kits at the Iowa Osteopathic Medical Association's Family Practice Conference. Kits have also been distributed at the local public health regional meetings for statewide distribution.



MY HEART."

A poster for patients is included in the Health Care Provider Toolkit.

Recent News

- The CTG team has been busy with required reporting for the Centers for Disease Control and Prevention (CDC).
- The Live Healthy Iowa's 10-Week Wellness Challenge kicks off January 28th and runs until April 5th. This challenge focuses on healthy eating, physical activity, and wellness. The 26 grantee counties will be promoting Live Healthy Iowa within their community locations and worksites. For more information, visit the Live Health Iowa website:

http://www.livehealthyiowa.org/aspx/public/signup.aspx.

- Regional meetings continued to be held with all 26 counties on a quarterly basis. In Iowa, local public health services are divided into six regions. IDPH regional field staff assist the local boards of health and local public health agencies in the six regions to develop quality and effective services that are community-driven. To view the Iowa Public Health Regions, visit the IDPH website: http://www.idph.state.ia.us/hpcdp/common/pdf/local-public health services/regional-map.pdf
- The next CTG Advisory Committee meeting will be February 5, 2013.

The Community Transformation Grant (CTG) is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50% of the grant funds, distributed to 26 local boards of health, must be used for four strategic directions: Tobacco free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

Rural County Success Story:

The Decatur County Board of Health has worked with the area's main entertainment venue, the South Central Iowa Theatre, to improve its concession menu options. The concession stand food typically consisted of over 20 different types of candy bars and 12 different types of drinks in various sizes. Using the NEMS-V assessment, the CTG coordinator found that only eight percent of the snacks met the yellow or green healthy status, and only 12 percent of the beverages met the criteria. From the CTG coordinator's recommendations, 42 percent of the theatre's snacks and 46 percent of the beverages are now considered healthy. Changes to the menu included a decrease in the number of candy bars available, including three healthier snacks, and providing only 12-ounce sized beverages. The CTG coordinator also designed and provided new popcorn boxes with healthy "i-messaging" ads. The CTG coordinator and the theatre manager will continue to work together in the months to come to ensure healthy options are available at the theatre.

Metropolitan County Success Story:

Linn County Public Health has been promoting the smokefree multi-unit housing effort in various projects. First, they met with the City of Cedar Rapids' Housing Services Division to discuss CTG's smoke-free effort. From their meeting, Linn County Public Health contributed an article for the division's newsletter, which was distributed to over 100 Section 8 participants and was made available online. Linn County Public Health also piloted a presentation on the benefits of smoke-free housing and gained valuable feedback from two landlords. They are working to connect with the group, Landlords of Linn County, to discuss more about smoke-free multi-unit housing. In addition, Linn County Public Health conducted a Knowledge, Attitudes, and Beliefs survey with property managers and owners throughout the county. From its results, they have identified who is interested in going smoke-free in the future. Linn County Public Health plans to send them more information on going smoke-free and how they can assist with the process. Finally, Linn County Public Health's Healthy Homes program now includes CTG smoke-free housing information into the direct services they provide to clients with asthma when secondhand smoke is present.

Spotlight on NEMS-V

The Nutritional Environmental Measures Survey for Vending (NEMS-V) is an assessment tool that local CTG communities are using to help increase the availability of healthy foods and beverages across our state. NEMS-V helps identify which vending foods and beverages are healthy (green), healthier (yellow), or not so healthy (red).

The NEMS-V assessment system is a simple coding system of green, yellow, and red.

- GREEN Products which would be rated as a "green" status are those which offer a full serving of fruit, vegetable, low-fat dairy, or whole grain and are considered the healthiest option.
- YELLOW Products rated "yellow" are those which are healthier but do not provide a full serving of fruit, vegetable, low-fat dairy, or whole grain.
- **RED** "Red" categories are food choices that are not considered healthy and include all food items not in the green or vellow categories.

With the color-coding system, vending machine users can make informed choices on the foods that they purchase.

The local CTG communities offer NEMS-V assessments to worksites and community locations. After the completion of the assessment, the findings are shared with the worksite or community location, and healthier vending options are recommended. As the sites voluntarily decide to make changes to their vending machine options, the local CTG staff can assist with ideas on how the worksite or community location can easily implement the vending changes.

For more information on NEMS-V, please visit www.nems-v.com.











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